

**CHIROPRACTIC
MARKET**



2025 MEDIA GUIDE



PRINT



DIGITAL



WEB



E-NEWSLETTER



DIRECT RESPONSE



RESEARCH



CUSTOM PUBLISHING

MPA MEDIA

INTERACTIVE *Index*

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MPA Media

The leading media company focused on natural healthcare, MPA Media is the authoritative source for news and information tailored to the chiropractic and acupuncture professions, giving your company an unmatched opportunity to effectively market to one or both audiences.

Our readers, well-educated, influential buyers in their professions and households, look to MPA Media to provide them with the information they need to make important purchasing decisions that optimize their practices and patient care.

MPA Media's total market coverage of the industries helps you maximize your advertising dollars while reaching one or both professions with your message.



From the Publisher



As you read MPA Media's publications, you will see a common thread: essential information that doctors of chiropractic and acupuncture practitioners rely on to improve the care they provide their patients and advance their ability to thrive in their businesses.

This is our singular mission: to help them – and their respective professions – continually make progress; and in so doing, help more people who desperately need their care.

MPA Media is much more than just news and information. It is a team of dedicated people that consistently supports healthcare professionals who are willing to think and practice outside the traditional medical box.

We invite you to see how our strengths, combined with your products and services, can better serve these growing professions – and the millions of patients they serve.

Donald M. Pappas

U.S. Chiropractic Market

DIGITAL + WEBSITE TRAFFIC

145,191

DC Digital Annual Readership

1.3M

Annual Website Visitation Views

E-MAIL REACH (ANNUAL)

30,372

DC Geo-Targeted E-mails

8.1M

DC News Update (2024)

PRINT CIRCULATION

342,374

Annual Total

28,531

Monthly Average

18,860

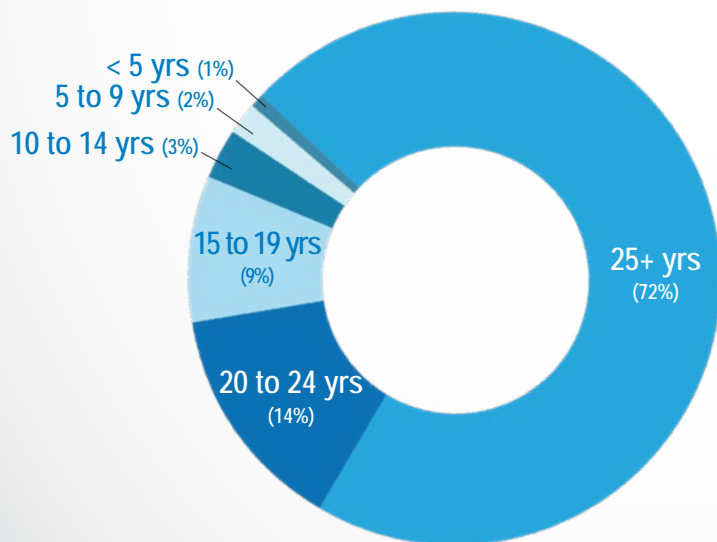
Annual DC Students

30,871

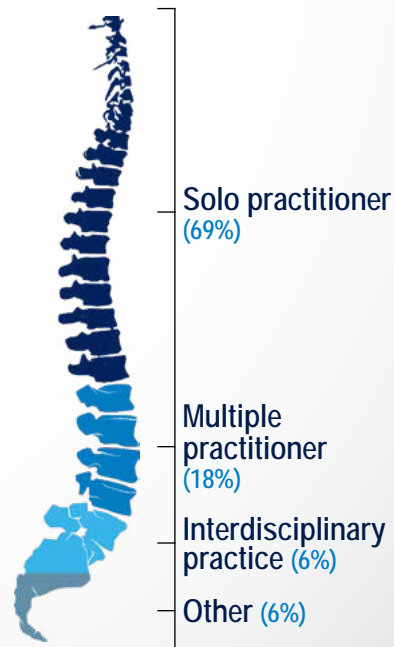
DC Exclusive Deals + Events

Audience Insights

YEARS IN PRACTICE

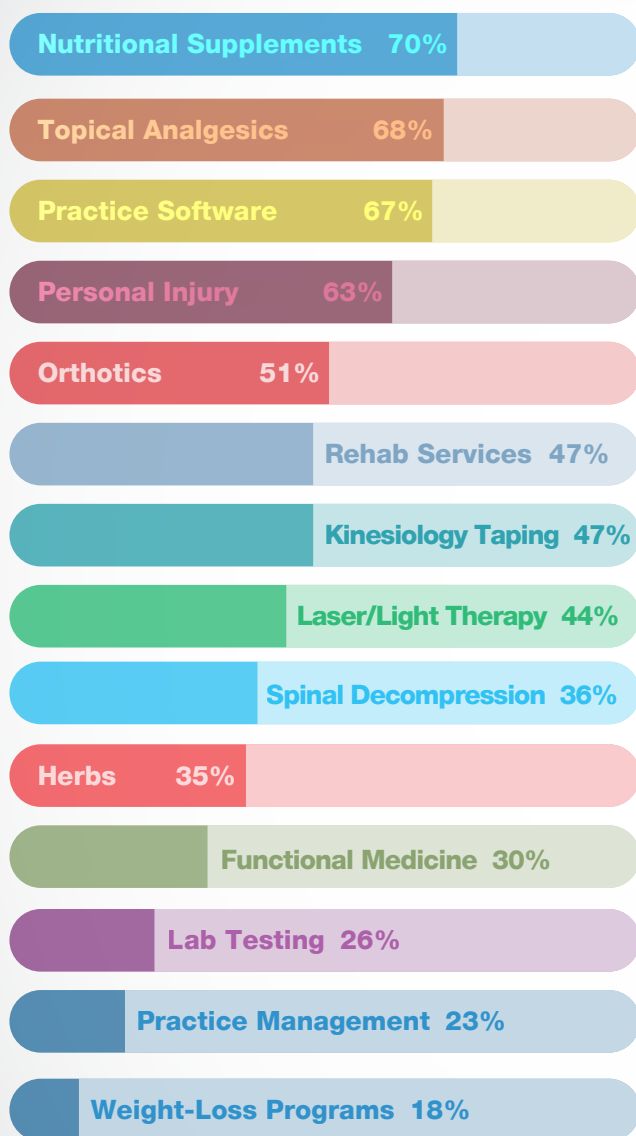


PRACTICE TYPE



U.S. Chiropractic Market – Continued

Product / Service Mix



Media Consumption by Channel



Source: 2022 Evolving Chiropractic Practice Survey



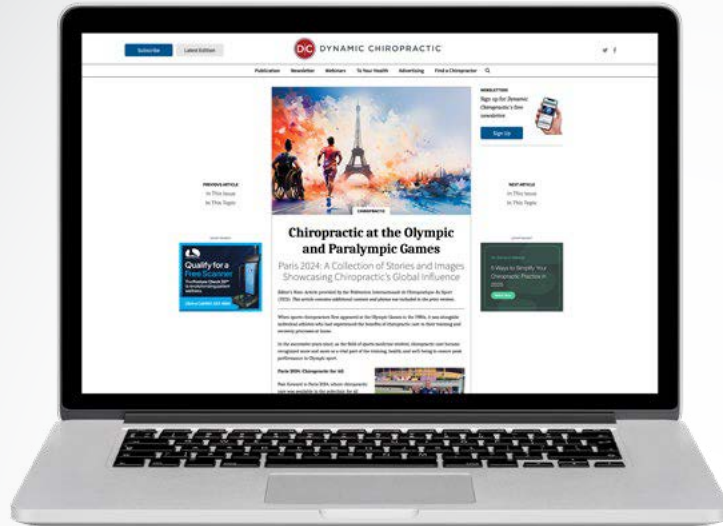
The Highest Levels of Readership

Dynamic Chiropractic is the leading source for chiropractic news and information, serving more than 55,000 U.S. doctors of chiropractic since 1983. Every issue is published in both print and digital format, meaning your ad has multiple touch points to engage readers. And with our gated subscription and postal reports upon request, you can be confident in knowing who is receiving and reading *Dynamic Chiropractic* every month. (To view our current circulation totals, please visit: www.mpamedia.com/circulation.)

CONTEXTUAL EDITORIAL ENVIRONMENT

As the leading industry publication, *Dynamic Chiropractic* is proud to be regarded as having the highest standards of editorial integrity and most relevant content generated by contributors representing all facets of the profession. Our consistently engaged readers count on receiving the timely and pertinent news and information that impacts their patients and practices on a daily basis.

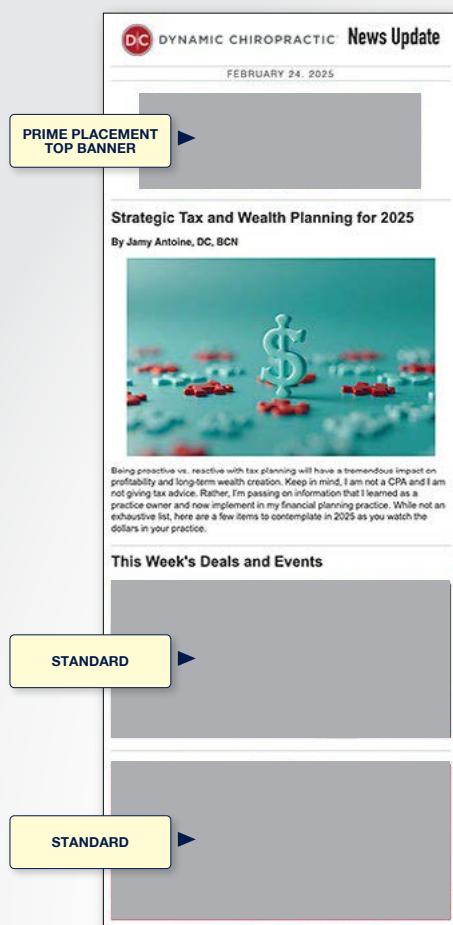
2025 Editorial Calendar



MAJOR TOPICS SCHEDULED FOR EACH EDITION

| | NUTRITION | CLINICAL CARE | TECHNIQUES & TOOLS | MANAGING PAIN | YOUR PRACTICE | POTPOURRI |
|------|--------------------|------------------|--------------------|-----------------|-----------------------------|--------------------|
| JAN | Clinical Nutrition | Diagnostics | What's New? | Practical Tools | What's Trending? | Billing & Coding |
| FEB | Longevity 101 | Difficult Cases | Beyond the Spine | New Science | Marketing You | Compliance |
| MAR | Case Reports | Treatment Plan | Active Care | On the Horizon | Doctor-Patient | Health Tech |
| APR | Supplements | Exercise & Rehab | Tools of the Trade | Outside the Box | Expanding Care | Billing & Coding |
| MAY | Longevity 101 | Difficult Cases | Beyond the Spine | Practical Tools | Clinic Operations | Building Blocks |
| JUN | Case Reports | Women's Health | Active Care | New Science | What's Trending? | Compliance |
| JUL | Supplements | Diagnostics | Tools of the Trade | Outside the Box | Practice Pearls | Billing & Coding |
| AUG | Clinical Nutrition | Exercise & Rehab | What's New? | Natural Relief | 21 st Century DC | Health Tech |
| SEPT | Longevity 101 | Difficult Cases | Beyond the Spine | Practical Tools | Doctor-Patient | If You Build It... |
| OCT | Supplements | Let's Strategize | Tools of the Trade | Outside the Box | Clinic Operations | Billing & Coding |
| NOV | Clinical Nutrition | Diagnostics | Active Care | New Science | Expanding Care | Compliance |
| DEC | Case Reports | Women's Health | What's New? | On the Horizon | What's Trending? | Building Blocks |

NOTE: The 2025 Dynamic Chiropractic Editorial Calendar is flexible and subject to change based on editorial contributions.



Prime Placement Top Banner:

450 x 150 pixels with a minimum 16pt font size. Max file size 35 KB.

- Acceptable files: gif, jpg, pdf
- Banners cannot be animated with Flash
- A URL must be provided to capture leads

Standard

550 pixel x 252 pixel (7.64" x 3.5") includes 2-pixel border around it (default color is black). Max file size 50 KB.

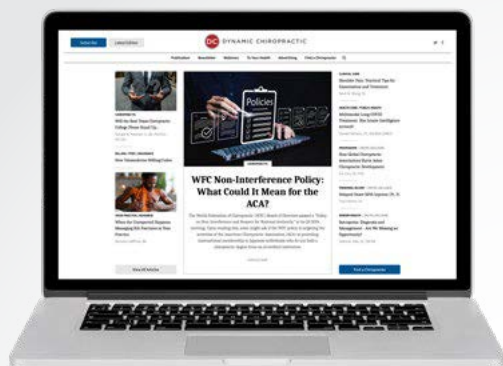
- Acceptable files: gif, jpg, pdf
- Banners cannot be animated with Flash
- A URL must be provided to capture leads

News Update E-Newsletter

The #1 Chiropractic E-Newsletter

This popular e-newsletter is the ideal platform to share information about your products or services with a targeted, subscription-based audience multiple times per week, every week.

| SCHEDULE | ISSUE DATE | ISSUE DATE |
|---|-----------------------------------|------------------------------------|
|  | January 6, 2025 | July 7, 2025 |
| | January 13, 2025 | July 14, 2025 |
| | January 20, 2025 | July 21, 2025 |
| | January 27, 2025 | July 28, 2025 |
| | February 3, 2025 | August 4, 2025 |
| | February 10, 2025 | August 11, 2025 |
| | February 17, 2025 | August 18, 2025 |
| | February 24, 2025 | August 25, 2025 |
| | March 3, 2025 | September 1, 2025 |
| | March 10, 2025 | September 8, 2025 |
| | March 17, 2025 | September 15, 2025 |
| | March 24, 2025 | September 22, 2025 |
| | March 31, 2025 | September 29, 2025 |
| | April 7, 2025 | October 6, 2025 |
| | April 14, 2025 | October 13, 2025 |
| | April 21, 2025 | October 20, 2025 |
| | April 28, 2025 | October 27, 2025 |
| | May 5, 2025 | November 3, 2025 |
| | May 12, 2025 | November 10, 2025 |
| | May 19, 2025 | November 17, 2025 |
| | May 26, 2025 | November 24, 2025 |
| | June 2, 2025 | December 1, 2025 |
| | June 9, 2025 | December 8, 2025 |
| | June 16, 2025 | December 15, 2025 |
| | June 23, 2025 | December 22, 2025 |
| | June 30, 2025 | December 29, 2025 |



DynamicChiropractic.com

The Profession's Most Visited Website

Doctors of chiropractic visit DynamicChiropractic.com for the latest news, current issue content, archives spanning more than 30 years, and much more. They can also access current and previous digital issues, viewable on their computer, tablet and most mobile devices. This creates an unmatched level of online reader engagement. Connect your products / services with doctors of chiropractic on DynamicChiropractic.com.

Website Advertising

| Prime Placement | Dimensions | Max Size |
|--|---|-----------------------------------|
| Home Page | | |
| Home Page Takeover w/Medium Rectangle* | 1200 pixel x 800 pixel (16.667" X 11.111") 300 pixel x 250 pixel (4.167" X 3.472") | 150 KB @ 72 DPI 35 KB @ 72 DPI |
| Article Page(s) | | |
| Alternating Medium Rectangle* | 300 pixel x 250 pixel (4.167" X 3.472") | 35 KB @ 72 DPI |
| Article Page(s) Package | | |
| Alternating Medium Rectangle* w/Leaderboard | 300 pixel x 250 pixel (4.167" X 3.472") 728 pixel x 90 pixel (10.111" X 1.25") | 35 KB @ 72 DPI 35 KB @ 72 DPI |
| 1st Impression Banner | | |
| Exclusive pop-up banner or youtube or vimeo video | 800 pixel x 800 pixel | |

*All medium rectangle and leaderboard banners with partially white or transparent backgrounds need to have a visible 1px border in a color that contrasts with the background color of the creative.

- Acceptable files: gif, jpg, png.
- Flash and animated banners are not acceptable.

Webinars

Webinars are a powerful, cost-effective way to connect with doctors. These events help establish you as a thought leader as they educate doctors, attracting participants who are pre-qualified and ready to listen to your message. The professionals reading your e-mail invitations, attending your live event and viewing your archive have a demonstrated interest in your products and services.

As a highly cost-effective means of reaching targeted audiences in real time, webinars have become a powerful way of communicating with busy professionals faced with time constraints and declining budgets for training and travel.

SOCIAL MEDIA SUPPORT

All non-commercial webinars will include branded social media support to drive registrations and increase engagement with your brand via Facebook and Twitter. Tweets and Facebook posts made by MPA Media editors will include direct links to webinar registration websites and archives, and will encourage users to Like and Follow your brands.

Benefits of Webinars

SPEED

Deliver a live message to a targeted audience in real time.

LEAD TRACKING

Registration allows you to capture attendee information.

DEMAND GENERATION

Create awareness and get future clients interested.

MARKETING

Website advertising and e-mail communication pre- and post-event.

MPA MEDIA MODERATORS

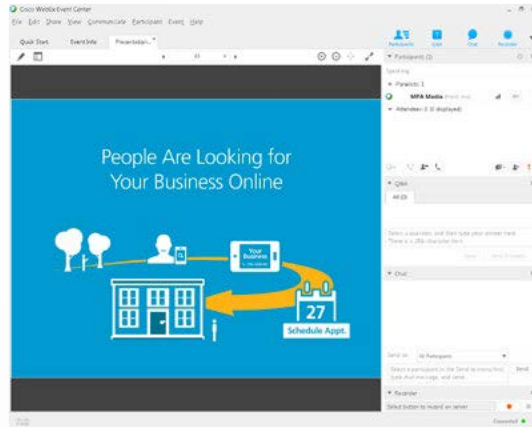
Use your presenter and our industry-known moderators.

MULTIPLE BRANDED TOUCHES

Three invitations, one reminder and one post-event e-mail contact.

UP TO 500 PARTICIPANTS

Each event can accommodate an audience of 500.



SCHEDULE



DYNAMIC CHIROPRACTIC WEBINAR DATES

| Event Date | Materials Due |
|------------------------------------|------------------------------------|
| January 2, 2025 | November 18, 2024 |
| January 16, 2025 | December 2, 2024 |
| January 30, 2025 | December 16, 2024 |
| February 13, 2025 | December 30, 2024 |
| February 27, 2025 | January 13, 2025 |
| March 13, 2025 | January 27, 2025 |
| March 27, 2025 | February 10, 2025 |
| April 10, 2025 | February 24, 2025 |
| April 24, 2025 | March 10, 2025 |
| May 8, 2025 | March 24, 2025 |
| May 22, 2025 | April 7, 2025 |
| June 5, 2025 | April 21, 2025 |
| June 19, 2025 | May 5, 2025 |
| July 3, 2025 | May 19, 2025 |
| July 17, 2025 | June 2, 2025 |
| July 31, 2025 | June 16, 2025 |
| August 14, 2025 | June 30, 2025 |
| August 28, 2025 | July 14, 2025 |
| September 11, 2025 | July 28, 2025 |
| September 25, 2025 | August 11, 2025 |
| October 9, 2025 | August 25, 2025 |
| October 23, 2025 | September 8, 2025 |
| November 6, 2025 | September 22, 2025 |
| November 20, 2025 | October 6, 2025 |
| December 4, 2025 | October 20, 2025 |
| December 18, 2025 | November 3, 2025 |

Marketing Resources, Custom Publishing & Inserts

Custom Print Publishing

MPA Media provides custom publishing services to our advertisers by the single project, on a monthly basis or as a continuing service. We tailor our approach to fit each client's needs, from 4-color glossy magazines to newsletters or periodicals.

Our expert creative and editorial staff members treat each custom publishing project as an in-house publication. From concept to completion, we ensure that our client's publications exceed expectations and those of their target audience.



Inserts

A single page, multiple pages, brochure or catalogue, almost anything can be inserted into our print publications. Polybagged samples and publication wraps are also available. We specialize in providing unique opportunities for you to connect with our readers. Your insert is also included in the corresponding digital edition for double exposure.



Marketing Resource Center

At MPA Media, we use our expertise in reader engagement, print advertising, Internet marketing and market research to help our advertisers maximize the effectiveness of their marketing campaigns.

Our online Marketing Resource Center is a repository of knowledge at your fingertips including best practices and tips for a wide range of marketing tactics. Access information on ad design and printing, maximizing your marketing ROI, and much more. Providing helpful hints is just one of the many ways we can be of service. Let's work together towards achieving your goals.



Market Research, Postal & E-mail List Rental, & Social Media



MARKET RESEARCH

MPA Media offers market-specific custom research and surveys designed to provide you with timely, valuable information about the chiropractic profession. MPA Media tailors each survey to fit your market

development needs.

Understanding what your customers think is not just a guessing game with MPA Media's market research capabilities. Tailored to your specific needs, our research efforts can be used to:

- Develop Marketing Strategies
- Refine Product Offerings
- Uncover Customer Insights
- Create Targeted Ad Campaigns
- Support Sales Collateral and much more.

SOCIAL MEDIA



Dynamic Chiropractic Facebook Audience share allows you to point your Facebook ads to our audiences. Using Facebook audience sharing can help you increase brand awareness, reach new customers, and boost website traffic.



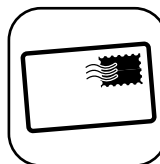
POSTAL MAIL LIST RENTAL

Connect your products/services with thousands of healthcare professionals in minutes with MPA Media's On-Demand mailing list program. You can successfully market your products/services to

a mailing list tailored to your audience. Our lists are Guaranteed 96% accurate and you can choose the states, zip codes and radius to suit your requirements and budget.

FAQs:

<https://mailinglists.mpamedia.com/mpacms/cc/help.php>



GEO-TARGETED E-MAIL CAMPAIGNS

On-Demand Geo Targeted e-mails are available to the chiropractic profession. Our Geo Targeted e-mail campaigns are highly affordable and effective. Focus exclusively on

the places that are necessary, which will increase your chances of engaging your target audience from coast to coast.

- Save printing, postage and mailing costs by utilizing local emails.
- Focus on your service and/or seminar areas.
- Segment by profession and state.

On-Demand Geo Targeting:

https://www.mpamedia.com/products/dc_exclusive.php

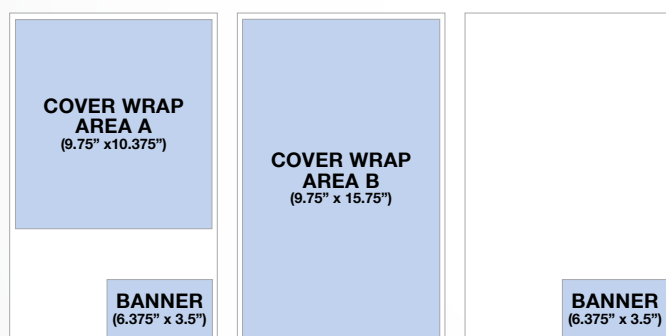
Publication Advertising Schedule & Specifications

| 2025 ISSUE DATE | ONLINE PUBLISHING DATE | SPACE CLOSING DATE |
|-----------------|------------------------|--------------------|
| January 2025 | December 18, 2024 | November 15, 2024 |
| February 2025 | January 22, 2025 | December 13, 2024 |
| March 2025 | February 19, 2025 | January 10, 2025 |
| April 2025 | March 19, 2025 | February 14, 2025 |
| May 2025 | April 23, 2025 | March 14, 2025 |
| June 2025 | May 21, 2025 | April 11, 2025 |
| July 2025 | June 18, 2025 | May 16, 2025 |
| August 2025 | July 23, 2025 | June 13, 2025 |
| September 2025 | August 20, 2025 | July 11, 2025 |
| October 2025 | September 17, 2025 | August 15, 2025 |
| November 2025 | October 22, 2025 | September 12, 2025 |
| December 2025 | November 19, 2025 | October 10, 2025 |



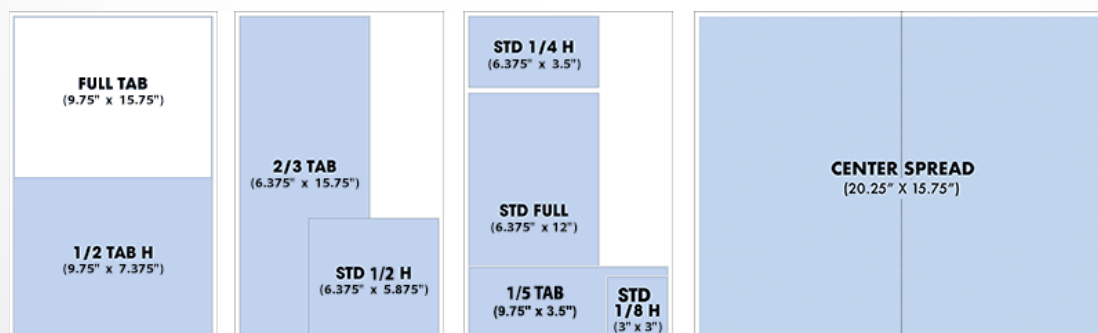
TEMPLATES AVAILABLE ONLINE

Click Here to access our online Adobe InDesign templates page.



Ad Sizes:

| | Width | x | Height |
|-----------------------------------|--------|---|---------|
| Center Spread | 20" | x | 15.75" |
| 2 Full Tabloids Facing Pages | 9.75" | x | 15.75" |
| Full Tabloid | 9.75" | x | 15.75" |
| 1/2 Tabloid Horizontal | 9.75" | x | 7.375" |
| 2/3 Tabloid Vertical | 6.375" | x | 15.75" |
| Standard Full | 6.375" | x | 12" |
| Standard 1/2 Horizontal | 6.375" | x | 5.875" |
| Standard 1/4 Horizontal | 6.375" | x | 3.5" |
| Standard 1/8 Horizontal | 3" | x | 3" |
| 1/5 Tabloid Horizontal | 9.75" | x | 3.5" |
| Front Page Banner | 6.375" | x | 3.5" |
| Sponsored Content Ad and/or Video | Custom | | |
| Cover Wrap Area A | 9.75" | x | 10.375" |
| Cover Wrap Area B | 9.75" | x | 15.75" |



Our ad dimensions above are "actual ad dimensions" no need to include bleed or trim.

Please note: Your print ad will convert and appear in our online publication located on our website; For analytics please provide a trackable URL that allow statistics in your own analytics account.

The following tool helps build trackable URLs. <https://ga-dev-tools.google/campaign-url-builder/>

Publication Advertising: Requirements

To ensure the highest quality print advertisements possible, please adhere to the following requirements:

We accept the following formats: PDF (see below), EPS, JPG (at least 200 dpi), TIFF (at least 200 dpi) or a native, working file from one of the following programs: Adobe InDesign (INDD), Adobe Photoshop (PSD), or Adobe Illustrator (AI) — all CS6 or above, with associated links, files and fonts included.

GENERAL GUIDELINES:

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards and specifications. All ads must contain a border that extends around the entire ad, except full-page tabloid ads. All ads must be sized according to the ad specifications per the advertising contract. Lines knocking out of a 4-Color background image, gradient or solid color must not be smaller than 1 point.

ARTWORK:

All artwork must be sent as a separate file, whether embedded or placed. It must be PDF, TIFF, EPS or Native File Format as listed above. Use 4-Color (CMYK) or Grayscale (Black & White). It must be sent at 100% full physical print size at a resolution of 200 dpi for newsprint. The Total Ink Density of your advertisement should not exceed 260% for newsprint. Ink density exceeding these values will over-saturate, causing your advertisement to appear darker than intended.

FONTS:

All screen and printer fonts must be included. Fonts in Illustrator must be converted to OUTLINES. Photoshop text must be rendered (not editable text). Black text must be 100% black or a shade of solid black, not values of CMYK (Cyan, Magenta, Yellow & Black, otherwise known as 4-Color). Reversed text must not be smaller than 12 points; 4-Color text, text knocking out of a background, image, gradient or solid color, must not be smaller than 12 points. Small color type should be no smaller than 10

points.

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

PDF FILE REQUIREMENTS:

All fonts must be embedded. No OPI tags on images/artwork or any profiles of any kind such as ICC. Images/Artwork should be at least 200 dpi for newsprint. Black or a percentage of black type should be 100% Black/Grayscale. Rich black type (values of CMYK to make black) is not accepted unless type is at least 14 points or larger. It is recommended that reverse type be no smaller than 12 points. Reverse type in colored boxes is not recommended. The Total Ink Density of your advertisement should not exceed 260% for newsprint. Ink density exceeding these values will oversaturate, causing your advertisement to appear darker than intended.

For more detailed specifications and requirements, please contact our production department at 714-230-3158.